



STYLE GUIDE

11/01/2015

Purpose of this Guide

This guide provides specifications and direction for using the Louisiana logo. It has been designed and written to make the identity system easy to use and understand. However well-conceived, planned and designed a program might be, its integrity can only be maintained through the understanding, support and discipline of those responsible for the materials that project a brand identity. Successful implementation of the programs depends on understanding the intent as well as the specifics of the design system.

The Louisiana Image

The perception of Louisiana's image is the accumulation of many factors, including the observations of visitors, citizens, partners, competitors, media and others. Image is created through behavior and performance and the overall presentation of Louisiana's brand assets. Since many of the impressions are gathered through sight, the visual aspects representing Louisiana become extremely important. Over time, all combine in the public's eye to build and reinforce brand equity.

The Louisiana Name

When referring to Louisiana in written documents, the normal rules of grammar apply and it should always appear as follows: Louisiana, with a capital "L." Do not attempt to emulate the logo in typed documents. Such attempts result in the breakdown of the clear flow of textual information. The word Louisiana should always appear in the same font, weight, point-size and color as the rest of the typed document in which it appears.

The Louisiana Identity

The brand identity of Louisiana is based on the total impression of the tangible elements representing Louisiana. The primary objectives of this guide are to:

- Create a visible brand through the careful, prominent and consistent application of the Louisiana trademark.
- Visually differentiate Louisiana from its competitors.
- Increase marketing communications efficiency.
- Implement graphic guidelines and standards for outside vendors in order to maintain consistency in the presentation of the Louisiana trademark.

It should be noted that a logo is not a corporate identity. A logo is merely a part of a comprehensive system of basic elements including color, measurement and typography that constitutes the starting point for a corporate identity program.

The Louisiana Logo

The Louisiana logo is the most valuable asset for building brand identity. It embodies the quality and the goodwill that the public will associate with Louisiana. Therefore, it is extremely important that the application of the logo and its relationship to the tagline be executed with care and consistency.

Both the LOU!S!ANA and Pick your Passion are customized graphics and should be used verbatim. They should not be recreated as they are custom pieces specific to the Louisiana brand.



The Louisiana logo primary color palette consists of purple and red. The Louisiana logo should appear in two colors whenever possible. These same PMS colors should apply whether they are being printed on a coated or an uncoated paper stock.

The accuracy of these colors is critical. Please provide PMS swatches to your printer to ensure accurate color specification. When specifying other color media (eg. paint, fabrics, plastics, etc.) match the coated PMS color swatches.

To achieve its full potential as a brand identifier, the trademark must stand out from the background and be clearly visible to the viewer.



| | |
|------|-------|
| C 60 | R 127 |
| M 90 | G 63 |
| Y 0 | B 152 |
| K 0 | |

HEX 7f3f98



| | |
|-------|------|
| C 15 | R 90 |
| M 100 | G 30 |
| Y 90 | B 45 |
| K 10 | |

HEX be1e2d

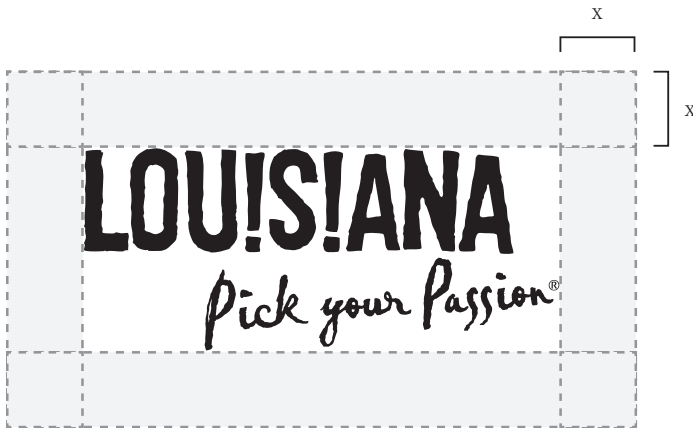


| | |
|-------|-----|
| C 0 | R 0 |
| M 0 | G 0 |
| Y 0 | B 0 |
| K 100 | |

HEX 000000



REVERSED



When the Louisiana logo is used, a safety zone around the symbol is required in order to ensure visibility and impact. Use the safety zone to separate the logo from text and graphic elements such as images and other logos to make certain the logo retains a strong presence wherever it appears. Where possible, allow even more than the required space.

The minimum safety zone (X) should equal 75 percent of the height of the letter "L" of the logo type.

X = 75% "L" Height

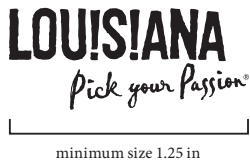


THE LOGO WITH WEB ADDRESS



The logo is often used in association with the LouisianaTravel.com Web address. In this use case, the Web address should be in Interstate Bold, locked beneath the logo and tagline as shown, centered beneath the Louisiana logo, and justified right and left. The Web address should not be set in an arbitrary typeface or spaced differently than indicated in this example.

The logo with the Web address should be used on print executions while the logo without the Web address is preferred on digital assets that click through to LouisianaTravel.com, Explore.LouisianaTravel.com, etc.



Visibility of the mark is critical to building awareness. Please use the minimum size only when absolutely necessary. When using the mark on unconventional materials, such as textiles and other promotional items, avoid the smaller sizes in order to ensure legibility.



Typography is an integral part of our brand and should be used consistently to reinforce the identity of Louisiana Tourism. Three typefaces were used to create the various alternate lockups.

- **Interstate Bold** is used for the URL address.
- **Interstate Black Condensed & Interstate Regular Condensed** are used for the department lockups.

INTERSTATE BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+.,;:'"~/[]{}

INTERSTATE BLACK CONDENSED

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+.,;:'"~/[]{}

INTERSTATE REGULAR CONDENSED

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+.,;:'"~/[]{}



OFFICE OF THE LT. GOVERNOR
Department of Culture, Recreation & Tourism

In certain instances, additional typographic lockups may be added to the logo to create individual identifiers. Use the examples in this section as a guide when alternate lockups are needed. The "OFFICE" line should always be in all caps and should use the Interstate Black Condensed typeface. The "Department" line should always be in title caps and in the Interstate Regular Condensed typeface.



OFFICE OF STATE PARKS
Department of Culture, Recreation & Tourism



OFFICE OF TOURISM
Department of Culture, Recreation & Tourism

THE LOGO MINIMUM SIZE OF VARIATIONS



These additional typographic lockups should follow the same minimum size usage guidelines as logo with Web address lockup.



The Louisiana logo should be presented in color when used on a white or light-colored background.



In instances where the logo appears on a medium or dark color, or on a photograph or video, the logo should be reversed out to white.



To ensure maximum visibility, the logo and tagline should not appear in color on a dark background or photograph.



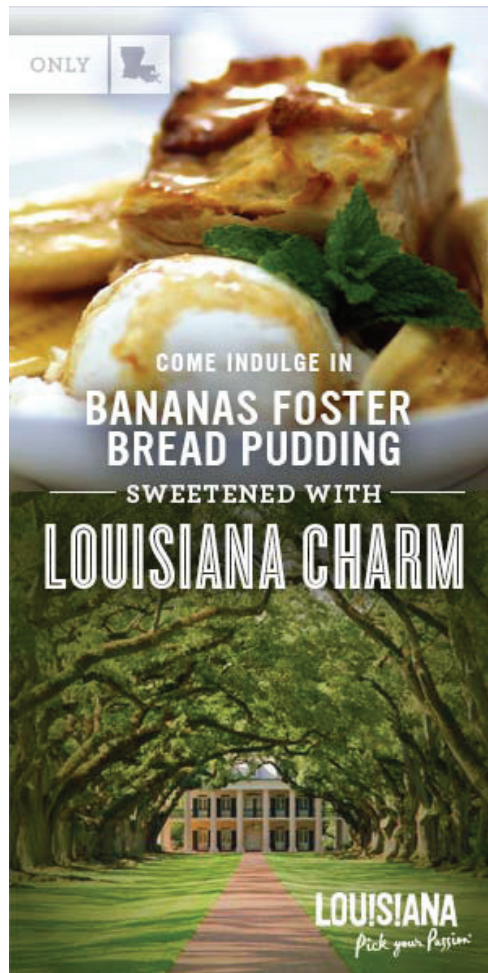
The "Pick your Passion" tagline should always be used in association with the Louisiana logo as shown in this example. It should not be scaled disproportionately or placed above, before or after the Louisiana logo.



These examples illustrate incorrect associations between the "Pick your Passion" tagline and the Louisiana logo.

When the logo is being used on a digital execution that directs to LouisianaTravel.com or an affiliate (i.e. Explore.LouisianaTravel.com), the Web address logo is not necessary. Rather, the logo without the Web address should be used to allow the logo to be used as large as possible per the design direction.

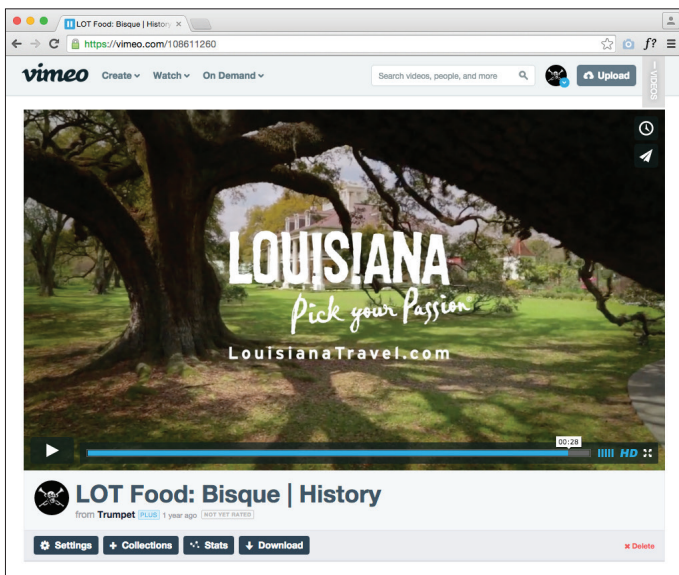
Three standard digital banner examples are below: 160x600 (left), 300x250 (top) and 300x600 (bottom). Logo should not be too large to avoid competing with content, but large enough to be legible. Placement should be in either corner or center in narrow skyscraper applications.



In leaderboard applications, the logo should be to the right and vertically centered within the canvas.



THE LOGO VIDEO



In instances where the logo appears in a video, the logo should be reversed out to white.